

team1

From: team1 [team1@bavaria.org]
Sent: Friday, March 05, 2010 4:33 PM
Subject: GDC 2010
Attachments: INVEST_IN_BAVARIA_GDC_2010.pdf

Dear Exhibitor,

Only a few days away from the opening of the **Game Developers Conference 2010**, we would like to inform you that the **State of Bavaria West Coast Office** is exhibiting. We provide information and assistance to West Coast companies interested in expansion, investment or partnering opportunities in Bavaria, Germany.
Our services are free of charge and without obligation.

Please meet our team at **Booth 1033** and pick up your authentic Bavarian "Lebkuchenherz" (please see attachment).
We look forward to seeing you.

State of Bavaria United States Office - West Coast Division

388 Market Street, Suite 1050

San Francisco, California 94111

Phone: +1 (415) 362-1001

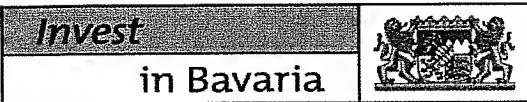
Fax: +1 (415) 362-1030

team1@bavaria.org

www.invest-in-bavaria.com

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State of Bavaria

United States Office for Economic Development /
U.S. West Coast Division

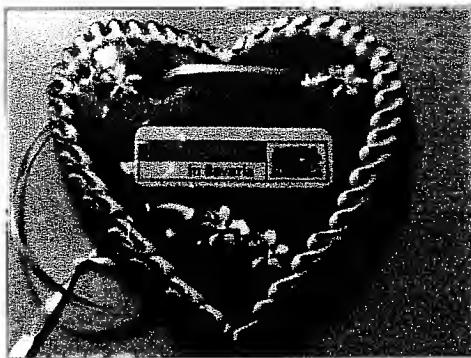
March 4, 2010

Game Developers Conference 2010

Dear Exhibitor,

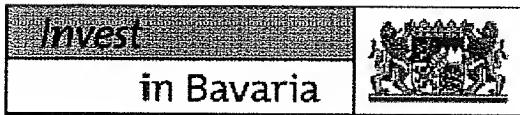
Only a few days away from the opening of the Game Developers Conference 2010, we would like to inform you that the State of Bavaria West Coast Office is exhibiting. We are one of 22 representative offices of the Bavarian State government world-wide. We provide information and assistance to West Coast companies interested in expansion, investment or partnering opportunities in Bavaria, Germany. Our services are free of charge and without obligation.

Please meet our team at **Booth 1033** and pick up your authentic Bavarian "Lebkuchenherz".



If you have questions about Bavaria, please feel free to contact our San Francisco based office anytime.

We wish you a successful Game Developers Conference and Exhibition 2010.



State of Bavaria

United States Office for Economic Development /
West Coast Division

388 Market Street, Suite 1050
San Francisco, CA 94111
Phone: +1 (415) 362-1001
Fax: +1 (415) 362-1030
E-mail: sanfrancisco@bavaria.org
Internet: www.invest-in-bavaria.com

March 25, 2010

Game Developers Conference 2010

Dear Exhibitor,

It was a pleasure meeting you at Game Developers Conference 2010 in San Francisco. We hope your participation at the show was a great success.

Invest in Bavaria, the business development and location marketing division of the Bavarian Ministry of Economic Affairs, Infrastructure, Transport and Technology is your partner for overseas business development projects. We offer individual and cost-free assistance in finding a business location and establishing contacts with key partners and industry experts in Bavaria, Germany.

Please find attached our most recent newsletter of the media industry in Bavaria. With more than 27,000 media and ICT companies in the Greater Munich region Bavaria is Europe's top location for media, entertainment and ICT enterprises.

In case you have any questions or require more information, please do not hesitate to contact us at the State of Bavaria West Coast Office in San Francisco.

Best regards,

Lucie E. Merkle
Executive Director

Susanna Sedlmeier

From: San Francisco [sanfrancisco@bavaria.org]
Sent: Thursday, March 25, 2010 3:40 PM
Subject: Game Developers Conference 2010
Attachments: GDC2010_Newsletter.pdf



State of Bavaria

United States Office for Economic Development /
West Coast Division

388 Market Street, Suite 1050
San Francisco, CA 94111
Phone: +1 (415) 362-1001
Fax: +1 (415) 362-1030
E-mail: sanfrancisco@bavaria.org
Internet: www.invest-in-bavaria.com

March 25, 2009

Game Developers Conference 2010

Dear Exhibitor,

It was a pleasure meeting you at Game Developers Conference 2010 in San Francisco. We hope your participation at the show was a great success.

Invest in Bavaria, the business development and location marketing division of the Bavarian Ministry of Economic Affairs, Infrastructure, Transport and Technology is your partner for overseas business development projects. We offer individual and cost-free assistance in finding a business location and establishing contacts with key partners and industry experts in Bavaria, Germany.

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In case you have any questions or require more information, please do not hesitate to contact our office in New York. (<http://www.bavaria.org/contact.php>)

Best regards,

Lucie E. Merkle

Susanna Sedlmeier

From: San Francisco [sanfrancisco@bavaria.org]
Sent: Thursday, March 25, 2010 4:11 PM
Subject: Game Developers Conference 2010
Attachments: GDC2010_Newsletter.pdf



State of Bavaria
 United States Office for Economic Development /
 West Coast Division

388 Market Street, Suite 1050
 San Francisco, CA 94111
 Phone: +1 (415) 362-1001
 Fax: +1 (415) 362-1030
 E-mail: sanfrancisco@bavaria.org
 Internet: www.invest-in-bavaria.com

March 25, 2009

Game Developers Conference 2010

Dear Exhibitor,

It was a pleasure meeting you at Game Developers Conference 2010 in San Francisco. We hope your participation at the show was a great success.

Invest in Bavaria, the business development and location marketing division of the Bavarian Ministry of Economic Affairs, Infrastructure, Transport and Technology is your partner for overseas business development projects. We offer individual and cost-free assistance in finding a business location and establishing contacts with key partners and industry experts in Bavaria, Germany.

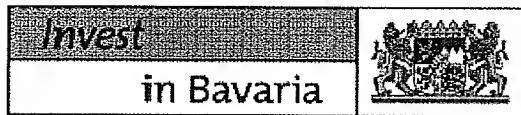
Please find attached our most recent newsletter of the media industry in Bavaria. With more than 27,000 media and ICT companies in the Greater Munich region Bavaria is Europe's top location for media, entertainment and ICT enterprises.

In case you have any questions or require more information, please do not hesitate to contact our office in Munich. (<http://www.bavaria.org/contact.php>)

Best regards,

Lucie E. Merkle

B - Contacts West Coast



State of Bavaria

United States Office for Economic Development /
West Coast Division

388 Market Street, Suite 1050
San Francisco, CA 94111
Phone: +1 (415) 362-1001
Fax: +1 (415) 362-1030
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Internet: www.invest-in-bavaria.com

March 30, 2010

Game Developers Conference 2010

Dear Exhibitor,

It was a pleasure meeting you at GDC 2010 in San Francisco! We hope you had a successful show.

Are you looking for new markets and business opportunities in Europe and Germany?

With total revenues of \$2.09 billion in 2009, the German games software market has huge potential. It is the 2nd largest market in Europe after the UK. Bavaria is an ideal location to access the lucrative German-speaking and European markets:

- Bavaria is the undisputed center of the German games publishing industry. Virtually all major publishers have their German headquarters in Bavaria, including Vivendi Games / Activision, Microsoft, Koch Media, Nintendo and SEGA.
- Bavaria is a hub for game relevant publishing and distribution platforms. E.g. Europe's largest consumer electronics retailing group, Saturn-Media-Markt, is headquartered here. Munich is Germany's center for the broadcasting industry (over a third of all national TV channels, Germany's largest commercial broadcaster ProSiebenSat1, etc.) as well as for many other innovative media platforms.
- Bavaria offers a fast growing community of game developers with a focus on mobile gaming, edutainment, games and health and children's games. They all profit from Bavaria's leading suppliers of middleware technology

- and enabling solutions as well as world class operators in animation and special effects.
- Bavaria's support and incentive programs in the fields of regional development, corporate support and R&D are fully accessible to game developers. In addition, the Bavarian State Government has launched a Euro 0.5 million (\$680,000) a year funding scheme for game developers in the state. Grants will be available in three categories: conceptual development, prototype development, and production.

The State of Bavaria U.S. West Coast Office, a division of the Bavarian Ministry of Economic Affairs is your partner for overseas business development projects. In cooperation with *Invest in Bavaria*, we offer detailed information on the market as well as cost-free assistance in finding a business location, establishing contacts with key partners and setting up your business in Bavaria.

For any questions, please do not hesitate to contact us.

Best regards,

Lucie E. Merkle,
Executive Director

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